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K12 Education market in India attracting large number of private players, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the K12 education market in India 2010 as part of its Education Industry report series.

Mumbai, India – April 20, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its K12 Market in India 2010 report. The growing student population and the government initiatives are creating opportunities for investment in this sector.

The report begins with an introduction to the education system in India including the various segments and their regulatory status. The overview section indicates the market size and growth, the distribution of schools across private and public sector, enrollment levels, segmentation of schools and the market share of each segment. The following section includes the entry route and the regulations governing the establishment of a K12 institution. It covers the various costs entailed during development, the revenue models and estimated profit margins. The market size, growth and return on margins for players providing multimedia content and ICT services to the K12 market, and their operational model has been discussed.

The fundamental drivers has been discussed including a growing middle class with the ability to afford a private education, demographic advantages, consumers preferring private to public schools, growing opportunity for ICT and multimedia, low gross enrollment ratio (GER) and high dropout rates. The key initiatives of the government identified include the Right of Children to Free and Compulsory Education Bill, increase in public private partnerships (PPP), adoption of hybrid teaching methods, Sarva Abhiyan, Mid-day Meal Scheme, major expenditure on elementary and secondary education and other initiatives.

The competition section highlights the major private players in the K12, ICT and multimedia market including their business focus and expansion plans.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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